



## Hello Autumn!

Arizona, as expected, survived another long hot summer, that continues into fall. What was unusual this year is that the unusual amount of rain that came with the storms were no longer called the 100 year storm, but rather the 1000 year rain. I hope I do not experience a 5000 year storm. Due to the unusual amount of rainfall in a short time, along heavy winds, caused major damage and power outages in all of Maricopa County and surrounding areas..We were probably fortunate not to schedule our annual baseball meeting this year.The event would had overshadowed our 2005 game when we had to walk through the rain of a most significant storm in 100 years!.

Staying connected is important to obtaining and maintaining business. When reaching out it is important to utilize social media, personal contact by phone or mail, and when possible, have a physical meeting. A.Z.E.L.A., along with other finance associations, helps you to connect with your peers, funders, brokers and the service sector in meetings that are both educational and informational. Our next meeting on Tuesday, October 28 will be YOUR platform, to connect and get inspired while enjoying a full gourmet breakfast. Details below.

Do not miss your chance to connect through networking, obtain information on your industry, get

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### 1 Hello Autumn– Anticipating more Change!

How to train ourselves to be better ourselves? –  
Guest Column

### 2 What You Missed/Application for Membership

### 3,5 Breakfast Meeting Invited

### 4 Calendar of Event

## How do we best use and train “Ourselves” in creating new Business?

**How can we be in control of situation? We do it by coontrolling and purposing our knowledge for the best outcome.**

NLP (Neuro Linguistic Programming) teaches, among many other things, how to be a better communicator – both with other people and with our own minds. On Tuesday October 28, George Gillas, a Master Practitioner of NLP, will share two very simple and powerful tools to help you capture and maintain a calm state – even in the middle of chaos. You’ll learn how to effortlessly access all you know so you can answer questions and engage prospects with ease. You’ll also learn how to eliminate unwanted, nagging, negative thoughts from your mind in a matter of seconds. This will be a fast-paced, benefits-packed engaging presentation that will have a positive impact on your business (and life) immediately. Be sure to sign up today.

**By George Gillas**

Zig Ziglar famously said about sales, “Selling is a transference of emotion.” This draws attention to the old precept of selling that people buy with emotion and then justify (explain) their decision with logic. This is nothing new. In fact, my good friend Michael Goodman has already discussed it in this column (March 2013). Now, let’s add another level to this thinking about emotion and sales. In 1970, Ray Birdwhistell (University of PA) published a study of how non-verbal cues affect communication. In his paper, he said that 93% of all communication that take place face-to-face is non-verbal. That’s right – only 7% of our total communication is the words we use. According to Birdwhistell, 55% of communication transmits by our physiology (body language, eye contact, etc.) and 38% by the tone, tempo, and pitch of our voice.

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motivated from an outstanding presentation while enjoying a gourmet breakfast. This dynamic meeting is Tuesday October, don't miss this opportunity.

### WHAT YOU MISSED APRIL 2014

On TUESDAY, April 1, the Arizona Leasing Association (A.Z.E.L.A.) its annual Golf Tournament at the and the reception and first educational and networking meeting of 2014 at the Starfire Golf Club in Scottsdale. After sharing our industry's experiences and opportunistic outlooks. There were no April Fools in attendance from the sounds of commitment that came from our attendees

**DON'T MAKE IT A HABIT TO READ WHAT YOU MISSED! - ATTEND THE FALL MEETING ON October 28 TO LEARN, NET and Communicate.**

### Mission Statement

The Arizona Equipment Leasing Association is dedicated to facilitating the advancement and general interests of Arizona's Leasing Industry through organizing and conducting periodic gatherings of Leasing Professionals from all types and sizes of ethical businesses.

Join Today!

Know someone new in the state who ought to be a member? Please forward this newsletter and the application for them to join.

### Application for Membership

Company Name: \_\_\_\_\_

Individual: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

ST: \_\_\_\_\_

Zip: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Other Affiliations (if any) \_\_\_\_\_

For more information about meetings, joining contact any one of the following board members or [www.azela.net](http://www.azela.net):

Patrick McCann [universal5@cox.net](mailto:universal5@cox.net)

Bernice [Truskowski efl1@prodigy.net](mailto:Truskowski efl1@prodigy.net)

Patrick Sponsel

[patrick.sponsel@sharpelease.com](mailto:patrick.sponsel@sharpelease.com)

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**Network, Learn and Have fun at the  
A.Z.E.L.A. Breakfast Meeting!  
We provide opportunity and fun, but  
You must attend this Presentation to  
reap the rewards**

**A MUST PRESENTATION! -  
FALL MEETING  
Tuesday October 28, 2014**

**Energizing Breakfast Meeting – 8:30 A.M. -10:00 A.M.**

**Special Guest Speaker - George Gillas**



*The Inner Game of Sales (and Sanity):  
Using your unconscious mind for maximum  
effectiveness*

**How to Enjoy the Art of Selling and become better  
at it!**

**This is an informative and interactive presentation that  
will open your eyes to the power of your own  
unconscious mind... and how you can harness that for  
greater sales results.**

**Does your mind seem to be always racing – especially at  
night? Do you get nervous on a sales call or before a  
major presentation? Learn a simple exercise that solves  
those problems – and more... all from looking at a spot  
on the wall! And, it helps with kids and students of all  
ages when it comes to school and studying.  
Sometimes things just seem to stick in our heads, and it  
can take a lot of time and energy to “change the  
channel.” This simple NLP technique will teach you how  
to toss out those unwanted thoughts. You can use it to  
amplify positive feelings too.**

**Papi Chulo’s Mexican Grill and  
Cantina**

**5101 North Scottsdale Rd. Scottsdale, AZ  
85250 Telephone 480-543-1043  
(adjacent to the Days Hotel)**

“It’s not what you said it’s *how* you said it...” – Right?  
What does this have to do with selling? Everything.  
Yes, even if it is “the numbers” that you believe close  
the deal – *how you say* what you say is still more  
important than what you say. Of course, you still  
need to have the numbers right and you need to  
communicate the details accurately. You still need to  
solve your prospect’s problem. You still need to  
listen to their concerns and create the right solution.  
And if your competitor does the same and  
establishes better rapport, trust, and credibility; even  
if their numbers are higher, they will get the business  
that you could have had. My bet is this has happened  
to you; if it hasn’t, you just haven’t been in the game  
long enough!

What do we have so far: Selling is a transference of  
emotion and people buy emotionally. 93% of your  
communication can be affected by your emotional  
state – tension in your voice, doubt in your posture,  
hesitancy in answering a question directly, etc. Would  
it be fair to say that learning to have better control of  
your subconscious (emotional) state would help you  
close more deals?

Have you noticed you perform better when your mind  
is calm? You respond to questions with more ease,  
brevity, and clarity when you can focus on just one  
thing at a time, don’t you? Day to day business  
doesn’t come one thing at a time though, so we need  
to learn ways to change how we mentally process all  
that chaos so we can be calm and “centered” when we  
need to be.

Perhaps you’ve also experienced a time when you had  
a nagging thought in your head that you just couldn’t  
shake off. And the more you said to yourself, “Don’t  
worry about it ... don’t think about it, etc.” the more  
you worried and thought... You had the right idea but  
you used the wrong approach.

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**RSVP/Registration form and checks payable to  
A.Z.E.L.A. send to:**

**AMERIFUND**

**Attn: Wade Rasmussen**

**9019 E. Bahia DR Suite 100**

**Scottsdale, AZ 85260**

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**For more information contact Wade Rasmussen:**

**480-970-2290 [email: wade@amerifund.cc](mailto:wade@amerifund.cc)**



